

1                   Abstract of the Disclosure

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3                   The invention provides a method and system for distributing personalized  
4                   content to potentially large numbers of recipients. A pool is selected, from among all  
5                   content available for distribution, of those content elements that will be made available  
6                   for simultaneous distribution, and personalized content is selected for distribution from  
7                   that pool. The content of the pool can change with new selections over time. For each  
8                   individual recipient, content elements in the pool are examined to determine if they are  
9                   predicted to be of sufficient interest to that recipient for distribution, and if so, those con-  
10                  tent elements are distributed. If not, successive content elements in the pool are exam-  
11                  ined, relaxing the standard for sufficient interest, until at least one content element is  
12                  found and distributed to the individual recipient.

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